MEDIAWORKS

Newsstand sales ebb for top titles

By Ira Teinowitz

The Audit Bureau of Circulations' yearend magazine circulation report provides the clearest sign yet that the economy may be affecting newsstand sales.

Of the nation's top 20 magazines, only two—*National Geographic* and *Newsweek*—reported increases in single-copy sales (up 1% and 5%, respectively) with a third—*Prevention*—reporting no change. The Audit Bureau FAS-FAX report, released last week, compares circulation of the last half of 1990 with the last half of 1989.

The remaining 15 that sell single copies all reported decreases, some large though in some cases balanced by increased subscriptions.

McCall's reported its single-copy sales fell 27.9% to 433,114, though overall circulation fell only 1.4% to 5,020,127. *Family Circle's* single-copy sales fell 20.4% to 3,056,692, but overall circulation was down 0.6% to 5,431,779 because of a 46.3% boost in subscriptions. *Woman's Day*, which offered a 79¢ issue and poly-bagged two issues together one month, saw single-copy sales drop 18.2% to 3,763,247, though overall circulation rose 2.1% to 4,802,842 as the magazine boosted its previously negligible subscription base by nearly 1 million.

"The single-copy marketplace is a disaster. There are twice as many books at checkout, and slotting allowances [offered retailers] are diluting everybody's sale."

Better Homes & Gardens saw its single-copy sales drop 10.4% to 515,833, though the magazine's overall circulation of 8,007,222 was unchanged.

While the decline in single-copy sales appeared a clear trend, overall circulation results varied, according to the report.

In the top 100 publications, the largest circulation decline was reported by *First for Women* (all newsstand sales), down 24.5% to 2,649,810. *Penthouse* reported its circulation fell 14.4% to 1,612,574, well below its 2 million rate base. The publication is cutting its rate base to 1.5 million in July.

The largest increase was posted by *Cooking Light*, up 34.1% to 924,499.

Magazine executives cautioned that the economy may not be completely to blame for newsstand sales declines.

"The single-copy marketplace is a disaster," said Wm Stevens, publisher of *Family Circle*. "There are twice as many books at checkout, and slotting allowances [offered retailers] are diluting everybody's sale. There are also changing shopping patterns, with moms shopping less and teens doing the shopping. But there also are more books and less dollars, and if the choice is between buying a loaf of bread or a magazine. . . ."

Publishers have been switching to subscription sales, said Don Kummerfeld, president of the Magazine Publishers of America.

"One obvious reason is that publishers are pushing subscriptions so well that people who are buying the magazines buy them through subscriptions," he said.

He also suggested people are buying the same number of magazines, but special-interest quarterlies and annuals are giving more competition to traditional magazines.

"The competition for shelf space is becoming fierce," Mr. Kummerfeld said. "Total sales have not declined. This is only looking at ABC numbers. More and more of those titles on newsstands are not sold through subscription or audited."

Special-interest publications are taking a bite out of other magazines' newsstand sales, said Robert O'Donnell, senior VP-general manager of *Playboy*, which reported newsstand sales down 8.7% to 816,291 but overall circulation up 2% to 3,488,006.

"I don't think there is an enormous amount of evidence that it is due to the economy," he said. "These are not high-ticket items. I've been in the newsstand business going on 10 years, and it's been a problem for that long. It's the special-interest publications. They tend not to be ABC-audited, so nobody sees it."

Better Homes & Gardens Publisher Jerry Kaplan said he believes newsstand sales aren't suffering as a whole, but individual magazines are getting hurt.

"My feeling is that it is a zero-sum game," he said. "Consumers will spend X amount of money at the newsstand, and if one magazine is up, another is down."

Other top 20 magazines reporting slipping single-copy sales included *Reader's Digest*, down 3.3% to 893,500; *TV Guide*, off 4.8% to 6,878,716; *Good Housekeeping*, down 6.1% to 1,419,690; *Ladies' Home Journal*, down 0.8% to 960,729; *Time*, down 5.9% to 205,504; *Redbook*, down 1.6% to 741,862; *National Enquirer*, down 6.7% to 3,418,536; *Star*, down 5.4% to 2,974,980; *Sports Illustrated*, down 14.5% to 104,119; and *People*, down 1% to 1,731,808. □

BPA circulation

The largest magazines audited by the Business Publications Audit of Circulation for the six months ending Dec. 31, 1990, compared with the same period in 1989. Annual or semiannual publications aren't included in the list.

Rank	Title	Paid circ.	% chg	Total circ.*	% chg
1	Cable Guide*	10,852,613	44.4	11,091,113	43.2
2	Disney Channel Magazine	—	—	5,165,806	6.1
3	Friendly Exchange	—	—	4,946,139	5.5
4	Investment Vision	—	—	1,844,521	1.3
5	Hertz Travel Guide	—	—	1,569,815	71.2
6	Expecting Magazine	—	—	1,213,013	0.2
7	American Baby	185,568	(7.9)	1,165,073	0.7
8	Baby Talk	4,127	(7.9)	1,081,654	10.6
9	Movies USA	295	—	1,001,628	NA**
10	Mickey Mouse Magazine	346,010	58.8	957,676	35.2
11	Price Club Journal	—	—	935,527	21.9
12	Sports Illustrated for Kids	613,157	44.4	864,606	26.9
13	Departures	—	—	852,557	38.1
14	Realtor News	789,997	(0.1)	793,054	(0.1)
15	PC Magazine	786,041	7.3	786,041	7.3

*Figures reflect October 1990 merger of *TV Entertainment* into *Cable Guide*. **First audit.
Source: Business Publications Audit of Circulation

Consumer magazine circulation

Paid circulation of top magazines as reported to the Audit Bureau of Circulations. Figures are for the last half of 1990 compared with the same period in 1989 and are unaudited.

Rank	Title	Circulation	% chg
1	Modern Maturity	22,430,894	4.7
2	Reader's Digest	16,264,547	(0.5)
3	TV Guide	15,604,267	(1.7)
4	National Geographic	10,189,703	(6.4)
5	Better Homes & Gardens	8,007,222	0.0
6	Family Circle	5,431,779	(0.6)
7	Good Housekeeping	5,152,521	0.0
8	McCall's	5,020,127	(1.4)
9	Ladies' Home Journal	5,001,739	(0.7)
10	Woman's Day	4,802,842	2.1
11	Time	4,094,935	(5.6)
12	Redbook	3,907,221	0.2
13	National Enquirer	3,803,607	(7.3)
14	Playboy	3,488,006	2.0
15	Star	3,431,453	(4.4)
16	Sports Illustrated	3,220,016	(6.0)
17	Newsweek	3,211,958	1.0
18	People	3,208,668	(1.9)
19	Prevention	3,022,108	(3.6)
20	The American Legion Magazine	2,956,342	4.5
21	First for Women	2,649,810	(24.5)
22	Cosmopolitan	2,600,971	(3.7)
23	AAA World	2,573,424	NA
24	Southern Living	2,341,074	1.0
25	U.S. News & World Report	2,311,534	4.6
26	Smithsonian	2,234,706	(4.6)
27	Glamour	2,156,157	(3.1)
28	Field & Stream	2,016,296	0.0
29	V.F.W. Magazine	2,013,256	1.7
30	NEA Today	1,978,641	3.1
31	Money	1,915,053	4.4
32	Home & Away	1,877,949	4.8
33	Life	1,844,482	5.4
34	Ebony	1,810,668	1.0
35	Popular Science	1,807,540	(0.6)
36	Country Living	1,803,867	0.1
37	Seventeen	1,772,362	0.4
38	Parents Magazine	1,743,424	(0.5)
39	1,001 Home Ideas	1,662,102	3.7
40	Popular Mechanics	1,651,064	0.0
41	Discovery	1,644,044	2.3
42	Penthouse	1,612,574	(11.9)
43	Outdoor Life	1,512,464	0.3
44	Woman's World	1,505,312	(3.5)
45	Adventure Road	1,493,624	1.0
46	The Elks Magazine	1,472,652	(1.9)
47	Soap Opera Digest	1,447,041	(1.3)
48	Sunset	1,409,587	1.2
49	Bon Appetit	1,397,559	3.1
50	The American Rifleman	1,378,042	(4.5)
51	Golf Digest	1,357,433	(0.5)
52	Boys' Life	1,357,173	1.7
53	The Family Handyman	1,331,696	(3.7)
54	US	1,326,410	(2.9)
55	Sesame Street Magazine*	1,249,565	1.1
56	Rolling Stone	1,229,280	1.0
57	The American Hunter	1,226,402	(11.2)
58	Vogue	1,215,767	(2.6)
59	Home Mechanix	1,215,178	0.5
60	The Workbasket	1,215,175	(6.2)
61	Globe	1,200,484	(9.7)
62	Mademoiselle	1,178,116	1.4
63	'Teen	1,175,037	6.8
64	Changing Times	1,139,738	(12.3)
65	Discover	1,121,855	6.5
66	Travel & Leisure	1,117,412	0.2
67	Self	1,100,897	(9.3)
68	Golf Magazine	1,068,999	6.8
69	Organic Gardening	1,034,842	(0.2)
70	Country Home	1,029,342	6.9
71	Weight Watchers Magazine	1,020,248	1.2
72	YM	1,008,522	4.3
73	Business Week (worldwide)	1,004,809	1.2
74	Yankee	1,000,784	(0.2)
75	House Beautiful	985,129	4.8
76	Scouting	980,638	3.3
77	Jet	968,545	12.5
78	Car & Driver	959,395	2.7
79	Home	942,159	1.8
80	Sport	925,984	(3.6)
81	Cooking Light	924,499	34.1
82	Popular Photography	911,117	(1.8)
83	Gourmet	899,549	11.4
84	Motor Trend	892,930	9.2
85	Health	878,994	(19.3)
86	Hot Rod	875,938	(3.8)
87	Consumers Digest	873,704	7.4
88	Workbench	862,985	(5.1)
89	Nation's Business	860,120	0.2
90	Essence	850,607	(0.1)
91	Omni	838,420	(9.4)
92	Elle	836,556	1.2
93	American Legion Auxiliary News	828,027	12.5
94	Food & Wine	818,165	(0.7)
95	Weekly World News	816,676	(3.8)
96	American Health	806,172	(19.4)
97	Victoria	805,963	1.5
98	National Examiner	805,307	(9.9)
99	Endless Vacation	798,531	10.3
100	Homeowner	795,012	0.5
101	Fortune (worldwide)	793,060	1.5
102	Vanity Fair	789,820	6.5
103	PC Magazine	786,041	6.2
104	Tennis	772,190	28.1
105	Vista USA	771,112	(4.8)
106	True Story	770,103	(33.1)
107	Mature Outlook	759,369	2.2
108	Practical Homeowner	750,068	(1.3)
109	Harper's Bazaar	749,006	1.8
110	Forbes	744,191	0.1
111	VFW Auxiliary Magazine	739,614	0.7
112	Conde Nast Traveler	727,135	(1.9)
113	Road & Track	721,568	1.9
114	Esquire	720,149	(1.8)
115	Traveler	707,110	(4.4)
116	The Sporting News	694,434	(2.3)
117	Metropolitan Home	675,571	(4.7)
118	Decorating Remodeling	666,286	32.1
119	Working Mother	666,272	23.8
120	Shape Magazine	661,521	0.0
121	Inside Sports	656,971	9.5
122	Scientific American	641,418	(2.7)
123	Inc.	640,776	1.7
124	GQ	637,953	(6.8)
125	Architectural Digest	631,718	0.4
126	Midwest Living	624,959	8.8
127	HG	624,239	2.0
128	The New Yorker	613,747	(1.4)
129	Colonial Homes	612,379	4.6
130	Muscle & Fitness	605,957	2.4
131	PC/Computing	598,229	26.8
132	Catholic Digest	589,269	(1.7)
133	Guns & Ammo	584,316	(3.7)
134	New Choices	580,392	(1.8)
135	Travel Holiday	579,134	(14.0)
136	Flower & Garden	573,285	(3.9)
137	Parenting Magazine**	555,180	13.5
138	Sassy	544,164	20.8
139	Stereo Review	540,605	(0.9)
140	The Saturday Evening Post	540,321	(9.2)
141	The Rotarian	532,032	0.6
142	In Health	530,657	32.8
143	Sports Afield	522,308	(0.9)
144	Natural History	520,669	0.8
145	World Tennis	512,373	(3.9)
146	Financial World	504,020	14.0
147	Savvy Woman	497,001	8.8
148	Country Music	482,688	6.1
149	Sierra	479,125	17.3
150	Automobile Magazine	477,933	19.0
151	Insight	473,292	2.7
152	The Atlantic	471,977	1.8
153	Premiere	470,915	6.9
154	Golf Illustrated	470,027	4.2
155	Audubon	468,529	7.3
156	Pillsbury Classic Cookbooks	466,637	(2.2)
157	Ski Magazine	454,957	(2.1)
158	Lear's	453,557	0.2
159	3-2-1 Contact	453,176	5.1
160	Town & Country	453,174	6.1
161	Video	450,285	(0.5)
162	Runner's World	447,600	4.6
163	The Walking Magazine	446,876	6.2
164	Skiing Magazine	443,003	(0.9)
165	McCall's Needlework & Crafts	440,281	(23.2)
166	New York Magazine	436,110	0.7
167	Car Craft	426,610	(4.5)
168	WWF Magazine	412,003	20.5
169	Sun	400,147	(7.6)
170	Video Review	398,649	(9.7)
171	European Travel & Life	385,587	7.1
172	Capper's	377,345	(1.3)
173	Crafts	376,615	1.6
174	Bicycling	375,490	11.2
175	Grit	371,424	(14.6)
176	California Magazine	357,819	(4.3)
177	Compute!	355,233	67.7
178	Kentucky Living	351,914	1.7
179	Petersen's Hunting	350,667	7.2
180	Home Office Computing	350,056	(6.8)
181	Petersen's 4 Wheel & Off-Road	342,545	0.3
182	Four Wheeler	339,262	0.6
183	Carolina Country	335,574	1.7
184	Computer Shopper	333,223	14.3
185	Cycle	330,788	0.0
186	Connoisseur	329,008	0.6
187	Flying	327,890	1.9
188	Kiplinger Magazine	327,854	8.2
189	Tennessee Magazine	327,769	1.8
190	Backpacker Magazine	326,207	4.1
191	Outside	325,170	7.8
192	The In-Fisherman	325,151	6.7
193	Bride's	323,818	(10.3)
194	Butterick Home Catalog	314,374	11.2
195	Longevity	313,720	63.2
196	Learning '90	313,549	0.9
197	Macuser	311,253	2.1
198	Air & Space/Smithsonian	310,195	(0.4)
199	Texas Monthly	305,742	0.9
200	Crafts 'N Things	303,885	(16.3)

*Sesame Street Magazine reported 50,957 additional in unpaid circulation. **Parenting Magazine reported 50,858 additional in unpaid circulation. Source: Audit Bureau of Circulations

NOTE

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LAST MINUTE NEWS

Reebok trouble for HHCC?

STOUGHTON, Mass.—Reebok International's relationship with Hill, Holliday, Connors, Cosmopulos is showing signs of strain. Hill Holliday President Jack Connors last week denied rumors the agency will resign the account as of March 1, but said he's not overly optimistic about the account. "I'm not sure we feel we'll be with Reebok as long as we'll be with Infiniti or some other clients. It's a volatile piece of business," Mr. Connors said. He said Reebok hasn't indicated it plans a review for the main assignment or to fire the agency. Reebok executives were traveling and couldn't be reached for comment at press time. Separately, Reebok France, Paris, last week named HDM France to succeed Ecom on its $11 million French account.

Pepsi gets flavorful

SOMERS, N.Y.—Pepsi-Cola Co. last week began a test in Tulsa, Okla., of flagship Pepsi-Cola with natural fruit flavors: Raging Razzberry, Strawberry Burst and Tropical Chill. The test is a limited-edition promotion, said Gary Gerdemann, Pepsi public relations manager, and even if it's successful it won't necessarily become a permanent addition. Called "The Wild Bunch," the trio is sold in cans with special graphics reflecting flavor variations. TV spots break today. Print, outdoor and point-of-purchase support. BBDO Worldwide, New York, handles.

Zale taps 2 shops

IRVING, Texas—Zale Corp. consolidated its estimated $35 million account with Bozell here and the Richards Group, Dallas. Bozell was named agency of record for business including the Bailey Banks & Biddle group, Gordon's Jewelers and a variety of shops operating under other names including Linz. Richards picked up the Zales Jewelers account. Zale wouldn't discuss previous agency relationships; however, most work was handled on a project basis by a variety of agencies, primarily Bozell and Saffer Advertising, Toronto. Estimates ranged from an even split to $26 million for Bozell and $9 million for Richards.

'Time' publisher quits

NEW YORK—Louis A. "Chip" Weil III, 49, resigned as U.S. publisher of

(Continued on Page 8)

INSIDE

BusinessTrack looks at how on-site childcare comes out of dark ages.

Starts on Page 24.

BK brakes the 'rules'

By Scott Hume

Burger King franchisees are finally having it their way.

The No. 2 burger chain in April will drop its 18-month-old ad theme, "Sometimes you've gotta break the rules," a positioning statement the chain admits confused customers and angered franchisees.

In its place, Burger King Corp. will likely adopt the theme, "Your way. Right away," a variation on the "Have it your way" theme used during the 1970s.

The new theme is now being presented to franchisees in a series of regional meetings that Burger King marketing executives are holding with operators across the country.

An updated version of the "Have it your way" jingle, originally developed by BBDO Worldwide, New York, was played for franchisees, but no commitment was made to using the tune with the new campaign, expected to start April 15.

"There was cheering when they said 'Break the rules' was dead," one franchisee said. "They admitted it was never clearly defined for consumers and was divisive in the system. But that's been true for a long time."

G. Langstaff

Exec VP-Marketing Gary Langstaff, who's defended the "Break the rules" theme despite franchisee protest since it began in October 1989, was absent from the regional marketing meetings.

Mr. Langstaff is "in the Far East on Burger King business," said Cori Zywotow, the chain's director of media relations, who said she wouldn't comment on some franchisee speculation about his absence.

Also, Ms. Zywotow said, "There has been no sign-off on a new theme. There's nothing set in concrete yet; it's all still being worked on."

In a move analysts say is symptomatic of a trend gripping the fast-food industry, Burger King's 1991 marketing strategy will concentrate more on price and value, rather than premium tie-ins with licensed properties. Tie-ins with "Teenage Mutant Ninja Turtles," "Beetlejuice" and "The Simpsons" were the foundation of its 1990 marketing plan.

Along with the new theme, the new strategy will return the emphasis to elements Burger King used to define itself during the '60s and '70s: flame-broil cooking of its

(Continued on Page 50)

Diamandis makes his bid

Investors want Donnelley

By Scott Donaton and Alison Fahey

Magazine mogul Peter Diamandis is part of a small investor group that's close to buying Donnelley Marketing from Dun & Bradstreet Corp. for an estimated $225 million.

Donnelley, on the block since last May, is the nation's largest distributor of cents-off coupons through its profitable Carol Wright division and a major provider of mailing lists through its Donnelley Direct unit. Carol Wright Sales, which markets merchandise through direct mail, is also included in the sale, say sources familiar with the deal.

Mr. Diamandis' interest might lie in Donnelley's crown jewel, a data base of some 85 million U.S. households considered to be the most sophisticated of its kind.

Mr. Diamandis last week acknowledged he's part of a group negotiating to acquire a direct marketing company he declined to identify. A deal could be finalized as early as today, he said.

Dun & Bradstreet declined comment.

"The reason we're interested is it's a data base-oriented company that has all the ability to target market, which is the buzzword today," Mr. Diamandis said.

Industry observers say the demographic and lifestyle

(Continued on Page 52)

What Peter Diamandis wants

- **Carol Wright**
  Mails cooperative direct mail envelopes containing cents-off coupons and other promotional material.
- **Carol Wright Sales**
  Markets popularly priced consumer merchandise via direct mail.
- **Donnelley Direct**
  Provides consumer mailings lists from a huge data base of U.S. households.

Doug Goodman

TV networks pump up Olympics

By Wayne Walley

NEW YORK—CBS and NBC are planning Olympic-size advertising and promotional campaigns to turn the 1992 Games into the most heavily promoted network events in history.

Both networks will offer advertisers a wide array of Olympics marketing opportunities, including sweepstakes promotions, direct marketing campaigns, mall tours and cross-media ad packages.

Network executives say they're negotiating with Olympics sponsors to create giant retail-driven co-promotions similar to last fall's "Get Ready Giveaway" sweepstakes between CBS and Kmart Corp. and "McMillions on NBC" between that network and McDonald's Corp.

The deals will eclipse those premiere week extravaganzas in scope, sources say.

CBS will telecast the '92 Winter Olympics in Albertville, France, while NBC will carry the Summer Games in Barcelona.

"Almost all Olympics buys are tied to marketing programs or cross-promotions for 1992."

"In 1988, we assumed the Olympics sold themselves—and they do to some degree," said John Miller, NBC's exec VP-marketing. "But you have to help it along, and what will fuel it is major tie-ins with several advertisers. Before, Olympics advertisers got pins, trips and spots in the telecast; now almost all Olympics buys are tied to marketing programs or cross-promotions for 1992."

A "giant retail-driven promotion" for the Winter Olympics is "just a matter of conversations," said George Schweitzer, senior VP-communications, CBS/Broadcast Group.

He declined to identify target advertisers, though Kmart would be the prime candidate, considering the relationship between the retailer and the network. The "Get Ready Giveaway" also ran in 1989.

Kmart is talking with CBS about an ex-

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NEWS SUMMARY

■ **Burger King** in April will drop its "Break the rules" ad theme, reportedly for "Your way. Right away," a variation on its 1970s theme, "Have it your way." 1

■ **The 1992 Olympics** will be the most heavily promoted network TV events in history, judging by plans of CBS (Winter Games) and NBC (Summer Games). 1

■ **Donnelley Marketing** may be sold soon to an investor group that includes magazine mogul Peter Diamandis. 1

■ **Grocery product marketers** are scaling back on new products and market-share battles to focus on profits. 3

■ **Frito-Lay** targets young consumers in a new campaign for corn chips that revives its "Muncha buncha Fritos" theme. 3

■ **Nike,** the leading athletic shoe marketer, is facing increasingly nasty advertising from its rivals. 3

■ **Ad agencies** are using sophisticated research and other methods to help clients cope with the recession. 3

■ **Chrysler Corp.** is ready to restore ad budget cuts if the economy improves, said Theodor Cunningham, its new top marketing executive. 4

■ **Anheuser-Busch** plans to test Michelob Golden Draft as a counter to fast-growing Miller Genuine Draft. 4

■ **Procter & Gamble** has set two major promotions for Crest toothpaste this summer. 10

■ **Dial Corp.,** after a four-year hiatus, will back Purex detergent with an ad campaign. 10

■ **Warner-Lambert** plans heavy promotion, including rebates, for its new Schick Tracer shaving system. 12

■ **Crush orange soda** will get is first TV campaign since Cadbury Beverages acquired it two years ago. 16

■ **European buying patterns** have shown dramatic changes in the past 21 years, according to a study commissioned by *Reader's Digest.* 17

■ **Coca-Cola** will stress product quality in new international ads; Pepsi-Cola is boosting its ad budget in Germany. 32

■ **Magazine ad pages** for January were down 3% from a year ago, according to PIB. 34

■ **National Advertising Division** handled 10 cases in January, including a disputed ad claim from Texaco. 42

■ **D'Arcy Masius Benton & Bowles** is moving into Eastern Europe, tying in with agencies in Budapest and Warsaw. The agency is also near a joint venture agreement with a Czechoslovakian agency. 46

■ **Holiday Inn and Howard Johnson** break new ad campaigns with increased budgets. 49

■ **Buick** takes on Honda with a commercial spoofing the award-winning Honda Accord "art gallery" spot. 51

■ **Outdoor boards** face more restrictions in proposed legislation from the Bush administration. 53

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MCI spots tease new discount plan

By Kate Fitzgerald

MCI Communications Corp. next month is expected to unveil a new discount plan on long-distance service.

The telecommunications company is airing TV spots promising something new is coming March 18, and industry sources say it's likely to be a discount on frequently called numbers, the first time such a service has been offered to consumers.

Two 30-second teaser spots broke Feb. 17 on network TV. Among the celebrities featured are model Elle MacPherson and TV personalities Regis Philbin and Kathie Lee Gifford.

Two more :30s featuring Zsa Zsa Gabor and New York Giants coach Bill Parcells are being cycled in the pool of teaser spots before a general campaign for the discount starts next month, sources say.

Messner Vetere Berger Carey Schmetterer, New York, handles MCI's $51 million account.

MCI, the No. 2 long-distance telephone marketer, refused to detail the upcoming offer, but competitors in the $55 billion industry are wary of MCI's latest maneuver and say they may retaliate.

"It had better be good to justify all the drum rolls," Burke Stinson, spokesman for long-distance leader AT&T Co., said in reference to the teaser campaign.

Elle MacPherson is one of the celebrities teasing for MCI's still-secret long-distance discount plan.

Mr. Stinson also said AT&T is watching MCI's promotion and plans to counter it if it turns out to be "significant." N W Ayer, Young & Rubic[illegible] and Ogilvy & Mather handle [illegible]T's $200 million-plus account.

No. 3 US Sprint doesn't plan to react to MCI's new campaign but "very possibly" may roll out a new product or service in the near future, said Steve Dykes, public relations spokesman. J. Walter Thompson, San Francisco, handles Sprint's $40 million campaign.

Industry sources say MCI is using the tease tactic to maximize the value of a discount in an era when price is less important in long-distance phone marketing.

"In general, prices on long-distance telephone calls have stabilized, but there will continue to be pockets of discounts out there," Mr. Stinson said. Whether it's detergent or long-distance calling, discounts will still be used to woo new customers over." □

Benetton condom kindness

Giveaways planned for stores in Europe, U.S.

By Michelle McCarter

ROME—Benetton, reinforcing its controversial reputation gained from provocative ads, plans to distribute free condoms in key stores in Europe and the U.S.

In addition, the Treviso, Italy-based clothing marketer is developing a magazine, possibly to be called *The United People of Benetton.*

The company hasn't decided whether the monthly —focusing on the company, its collection and different cultures—will be sold on newsstands or in its stores, or if it will accept outside advertising, said Alessio Fornavetti, ad director.

For the condom program, Benetton is currently choosing key shops to give away free colored condoms. The program will start soon in Europe and [illegible]l eventually reach the U.S., Mr. Fornavetti said.

The condom giveaway will be supported by the new Benetton ad showing different colored condoms. That ad was rejected by weekly Italian magazine *Amica,* published by Rizzoli-Corrierre della Sera, one of Italy's largest publishing groups, but is running in many other international markets.

Benetton said the ad is in line with the company's philosophy not to push a product but to attract attention to its name by addressing social issues.

Benetton's philosophy is not to push a product but to attract attention to its name by addressing social issues.

Another ad in Benetton's $30 million worldwide campaign also has caused a stir.

A Benetton print ad showing a cemetery with tombstones representing various religions is breaking this week in France, Norway, Switzerland and Portugal. It will run in the U.S. this spring. The Italian Advertising Council rejected the ad, which ran in two Italian dailies just before the Persian Gulf War started. The ad appeared to protest the war, the council said.

The council "did not understand that the message was a hymn to peace," said Oliviero Toscani, who creates Benetton's ads. □

Japanese VCRs cut out ads

By David Kilburn

TOKYO—Mitsubishi Electric Corp. has developed a VCR device that can edit out almost all commercials, and the Japanese ad community isn't pleased.

All but the marketer's cheapest VCRs will have the ability to skip spots when TV programs are recorded. Because most commercials in Japan use stereo sound and most TV programs use monaural, a semiconductor device in the VCR can distinguish between the two signals, enabling the spots to be cut.

The device expands the capabilities of the company's Auto Cut VCR, which edits commercials during bilingual programming, to nearly all programming.

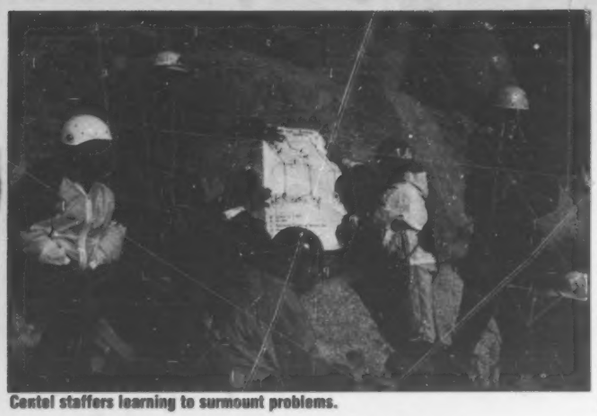
The Auto Cut VCR was introduced last April and sells for $575 to $1,000; pricing for the new models isn't available. It's also not known if Mitsubishi will bring the new product to the U.S.

"Frankly, we don't like [the Mitsubishi VCR]," said Taki Okamoto, director of marketing services at Leo Burnett-Kyodo. "If this catches on, it can affect us negatively because it makes the advertising marketplace less efficient."

TV executives also aren't pleased.

"As a privately managed TV station that relies on its financial resources from commercial broadcasts, we feel it is neither ethical nor desirable to broadcast material that promotes a system . . . that undermines the financial base of our operations and threatens the business of our sponsors," said Eiji Tamaki, spokesman for the sales department of Fuji Television, the top-[illegible]ted Japanese network.

He added, however, that Fuji Television didn't "expect significant commercial ramifications." □



Centel staffers learning to surmount problems.

AMAZING FEET

Accepting the risk as part of the excitement, Centel staffers spiritedly take to wilderness

By Barbara Hetzer

The office troops need a boost. Too much stress and hard work, perhaps. Or, simply, too many hours spent sitting in a stuffy office building.

In recent years, executives have broken those mind-numbing, 9-to-5 routines by spending time with employees, or clients, in the great outdoors.

But some corporations may reconsider such outings since a U.S. District Court jury in November ordered DDB Needham Worldwide to pay $1.1 million to the family of drowning victim James Fasules. He and four others drowned in 1987 while on an agency-sponsored rafting trip on the Chilko River.

"I haven't heard any change of plans yet," says Felix Kent, an attorney with Hall, Dickler, Lawler, Kent & Friedman, which counts several advertising agencies as clients. "But companies . . . had better carefully select the supervisors of such projects. Otherwise, they could be subsequently accused of negligence."

Centel CEO Jack Frazee hasn't let such worries stop him.

In 1988, he, along, with eight of his top management staff, first experienced Outward Bound, a wilderness adventure that he believes sharpens problem-solving, teamwork and leadership skills.

"I had never done it before," says the 46-year-old head of the telecommunications giant, "but the idea intrigued me."

At the time, Mr. Frazee was familiar with the Chilko case.

"I asked how safe the program was," he says, "and the folks at Outward Bound used that case as an example of things that could happen."

Mr. Frazee was not deterred.

"We assume a business risk every day," he says. "Besides, the risk involved is one of the trip's exciting elements."

Centel participants spend four rigorous days trekking through a desert, hiking up a mountain or navigating a river.

Their philosophy: A few days spent in an unfamiliar environment binds colleagues together and forces them to re-evaluate the way they accomplish assignments.

Although Mr. Frazee, a college all-around athlete, regularly rides horses and plays golf, he found the experience taxing.

"I spent the first several hours walking around with a 75-pound knapsack on my back, trying to figure out how I could get out of it," he says. "And I suspect I wasn't the only one feeling that way."

But Mr. Frazee thrived on the adventure after he learned a valuable lesson.

"Executives are very good at planning and organizing others, but we don't listen very well," he confesses. "The guides told us how to hike and carry our packs, which essentially made the whole thing very easy. But initially I didn't listen, because I thought I knew everything."

Since that first outing, Mr. Frazee has held a series of drawings whereby Centel employees win an Outward Bound trip. The response has been overwhelming: 75% of the company's employees have entered the contests.

One employee, Dianne Ursick, general regulator and planning manager for one of Centel's telephone companies, was in the midst of a divorce when she went on an Outward Bound rafting trip in 1989.

"As I learned to work through my fears and reach each new goal, that trip really helped me regain my self-confidence."

Raised on an Iowa farm, Ms. Ursick is at home in the great outdoors. Not so with every Outward Bounder.

"I had never previously camped out or done anything like that. Never even slept in a tent in the backyard overnight," says Kevin Gallagher, VP-legal, Centel Cellular Co. "With that kind of lack of experience, to go out and spend the night sleeping on the ground alone in a place called Rattlesnake Canyon is really sort of remarkable. Sometimes I can't believe I did it."

This year, Mr. Frazee expects more of Centel's individual business units to schedule Outward Bound trips.

So far, nothing has occurred to change Mr. Frazee's mind about the value of the trips.

"Just some scraped knees and skinned hands," he explains. □

TOO LITTLE TIME

John Pirman

WORKING MOMS, HARD CHOICES

Working moms have it harder; how the first of three balances motherhood while climbing the career ladder

By Barbara Hetzer

If today's working woman wants to have a baby, she still faces harsh choices: Either drop out, slow down or do it all.

For many women—especially those just breaking into middle- or upper-management posts—the stakes are high, the fears great.

Some women say their maternity gives male counterparts the "edge." Men can still work around the clock if needed.

Others say motherhood is the surest way to derail a fast-track career: Pregnancy is often read as a lack of commitment.

And still others dread the balancing act of nurturing the baby one minute and supervising a staff of 15 the next, fearing they'll do neither very well.

Many employers are responding—albeit slowly—with innovations, such as part-time tracks, job sharing and daycare centers meant to ease the burden, but most women must still devise their own strategy.

In this, the first in a series of three articles, *Advertising Age* examines the options today's working mothers face.

* * * *

"It's impossible to totally balance the two," says Shelley Diamond, a 37-year-old senior VP-management supervisor at Young & Rubicam, New York.

"Juggling kids and a career is like putting out fires. You focus on what demands your attention at any particular moment."

That's tough talk. But Ms. Diamond, a mother of three kids under age 6, still wants it all—no matter what the price.

"My mother was a housewife and hated it," she explains, "so she instilled in me this incredible sense of independence and ambition."

Like her mother, Ms. Diamond believes she wouldn't be satisfied as a stay-at-home mom. "I'd be terrible. I'd be so impatient with my children," she says. "I'd put them to bed at 6 o'clock every night just to get some peace."

Instead, Ms. Diamond works full time supervising the corporate and international portions of the Xerox Corp. account at Y&R; the workday parenting is left to a babysitter.

"Do I feel guilty? Of course," she says. "Especially when something goes wrong. Then I immediately blame my job."

Case in point: Last December, when Ms. Diamond was away on business, her 5-year-old daughter, Brooke, had a terrible time at kindergarten. The child's teacher reprimanded Ms. Diamond at the next open school day.

"She said, 'The problem is that Brooke misses her mommy. You need to spend a little more time with her,' " recalls Ms. Diamond.

"And I thought, 'Why don't you just stab me in the heart?' "

For the next several days, Ms. Diamond made every effort to spend more time with her daughter. One afternoon, she even took Brooke to work with her.

"We went down to the art director's office and got a big pad and a huge box of markers," she says. "Brooke absolutely loved it because she saw where mommy works and felt a little bit more involved in my life."

But such special attention is sporadic. Ms. Diamond, who moved to Y&R earlier this month after a brief stint at Kobs & Draft, just doesn't have the time for it. Before her move, she would arrive at her Manhattan apartment most evenings by 6 p.m. and spend about three hours each night trying to juggle three kids and their different interests.

Brooke wanted to play Nintendo; 2½-year-old Samantha wanted to color; and 10-month-old Lukas just wanted to be held. After they were in bed, Ms. Diamond often did an hour or two of take-home work.

After Lukas was born in April, she returned to work full time last September after a five-month maternity leave.

Unfortunately, her job no longer existed. During her absence, Xerox—her account at Backer Spielvogel Bates—switched to Y&R.

"I told [Backer] I was coming back," she says, "so when we lost Xerox, the agency president called and said, 'Don't worry.' " She didn't.

A few weeks later she accepted the job at Kobs & Draft, a post that took her out of traditional advertising. Ms. Diamond was there a mere four months when Y&R came calling, at the behest of her former client, Xerox.

Ms. Diamond had tried to convince herself moving into direct marketing was a smart maneuver.

"I missed TV and radio and those spectacular print units," she says. So she snatched up Y&R's offer, even though it means longer hours, more frequent business trips and less time with the kids. "I just couldn't resist it," she says.

Doug Goodman

Shelley Diamond and her babysitter, Roslyn Sandy, have their hands full with (from left) Brooke, Lukas and Samantha.

As career-driven as she appears, Ms. Diamond is not without her doubts. "Part-time work would be the answer to every working mother's prayers," she says, "but U.S. corporations are way behind the times in that regard."

At Backer, Ms. Diamond says it was known she would have preferred to work fewer days or at home some of the time, but she never pushed it.

"I can't imagine that it would ever have happened, especially in today's market," she says. "You know there are 10 people out there who will take your job if you can't handle it."

Ms. Diamond definitely doesn't want to sacrifice either her career satisfaction or her lifestyle.

"I like my job and the money that two salaries yield. You put so much into your career for so many years that it's hard to just slow down or drop out for a while when you have a child. You fear you'll never get back in," she says.

The choice to work wasn't always so clear-cut.

In 1985, after she returned from her first maternity leave to her job as VP-account supervisor at Ted Bates Advertising, Ms. Diamond didn't know what to do.

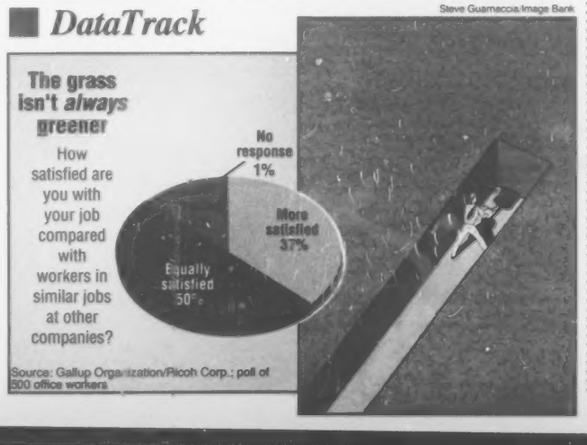
"Here was this tiny baby, the most miraculous thing that had ever happened, and I had to leave her every morning," she says. "At work, I just longed to be with her."

Over the next several weeks, Ms. Diamond says, "I simply got used to it." □

Barbara Hetzer is a Long Island, N.Y.-based free-lance writer.

DataTrack

Steve Guarnaccia/Image Bank


The grass isn't always greener
How satisfied are you with your job compared with workers in similar jobs at other companies?
No response 1%
More satisfied 37%
Equally satisfied 50%
Source: Gallup Organization/Ricoh Corp.; poll of 500 office workers

MEDIAWORKS

JANUARY AD RESULTS

No January thaw

Most magazines still frozen in ad page declines

By Scott Donaton

Magazine publishers started the new year with a whimper.

Ad pages continued their downward spiral in January, with titles tracked by Publishers Information Bureau carrying 9,541.3 ad pages, down 3% from January 1990.

The weak performance comes on the heels of a soft 1990, when magazine ad pages dropped 3.7%.

Automotive ad pages rose 1.6% to 1,327.5 in January. But cigarette/tobacco advertising continued to fall: The category totaled 307.6 ad pages for the month, down 24.4%.

Overall, ad pages for the top 10 categories were virtually flat, down 0.7% to 6,585.1.

The Time Warner weeklies, among the hardest hit by last year's downturn, bucked the trend last month. *People* carried 187.9 ad pages, up 34.2%; *Time* was up 3.9% with 165 pages; and *Sports Illustrated* saw pages rise 7.7% to 129.9.

Other weeklies didn't fare as well. *TV Guide* led all PIB-tracked magazines, but its ad pages were down 10.1% to 227.6. *Business Week*, 1990's ad page leader, carried 163.9 pages in January, an 8.4% decline. *The Economist's* ad pages fell 26% to 129.5, *New York Magazine's* 124.1 ad pages were down 16% and *The New Yorker's* 89.7 ad pages were off 34.5%.

Among newsweeklies, *Newsweek* carried 100.4 ad pages, down 6.8%, and *U.S. News & World Report* was down 3.7% with 83.2 pages.

Forbes led the top three business books with 223.5 ad pages, a 9.5% decline. *Fortune's* ad pages dipped a whopping 35% to 95.7 for the month.

Women's service magazines posted surprisingly disparate results for January. *Ladies' Home Journal* led the Seven Sisters with 96.3 ad pages, up 15.7%. *Good Housekeeping* showed a 24% gain with 94.2 pages. *McCall's*—overhauled last year—finished third for the month with 72.6 ad pages, up 29.8%.

Travel advertising—a mainstay of most upscale titles—was scaled back as war fears grew and the recession deepened.

For the other sisters, the picture was bleaker. *Family Circle* was down 5.4% with 58.5 ad pages. *Woman's Day* carried 57.4 pages, down 23.3%; industry observers say the magazine is still being punished for Hachette's failed attempt to sell it last year. *Better Homes & Garden*, with 56 ad pages, was off 13.3%. *Redbook* was nearly flat with 55.4 pages, a 0.6% decline.

Upscale monthlies, among the last to feel the effects of last year's downturn, were battered in January. Travel advertising—a mainstay of most upscale titles—was scaled back as war fears grew and the recession deepened.

Architectural Digest carried 82.5 ad pages, a 29.4% drop. *Smithsonian* was down 15.5% to 67.3 pages. *Town & Country's* 44.2 ad pages represented a 50.9% loss.

In the travel field, *Travel & Leisure* carried 67.1 ad pages, down 22.5%. *Conde Nast Traveler* was down 14.9% with 48.7 pages.

Playboy led the general-interest men's field in January with 74.7 ad pages, up 28.6%. *Penthouse* carried 71.8 pages, up 26.3%. *GQ's* pages dipped 9.1% to 61.8, and *Esquire's* pages fell 28.8% to 44.8.

The automotive field was one of the month's bright spots. *Car & Driver* carried 96.8 ad pages, a 2.4% decline. *Road & Track's* 85 ad pages were up 37.1%. *Motor Trend* saw ad pages rise 23.9% to 66.6. And *Automobile's* pages climbed 23.2% to 56.3.

Among the highlights for January were increases in scattered fields: *Ski* (138.7 ad pages, up 19%); *Popular Photography* (110.9 pages, up 10.3%); *Skiing* (102 pages, up 27.9%); *Gourmet* (87.5 pages, up 38%); *Parents* (77 pages, up 20.4%); *Omni* (55.8 pages, up 29.2%); *The Atlantic* (50.3 pages, up 20.6%); and *Practical Homeowner* (44.4 pages, up 48.8%). □

Advertising opportunities in print.

Bon Appetit, New York, "The best of Paris" special advertising section, May issue; ad close: March 1. B&w page: $25,850; color page: $36,860.

Penthouse, New York, "Men's summer fashion" special editorial section, June issue; ad close: March 1. B&w page: $24,865; color page: $27,880.

Prevention, Emmaus, Pa., "Family first aid guide" special editorial section, May issue; ad close: March 1. B&w page: $31,955; color page: $41,865.

Recommend, Miami, "Cancun revisited" special advertising supplement, April issue; ad close: March 1. B&w page: $4,415; color page: $5,735.

Victoria, New York, "Beauty indulgences" special ad section, June issue; ad close: March 1. Color one-sixth-page: $2,500.

The Village Voice, New York, "Rock 'n' roll quarterly" special editorial supplement, March 19 issue; ad close: March 1. B&w page: $6,930; color page: $7,870.

W Magazine, New York, "The people who make L.A." special advertising section, April issue; ad close: March 1. B&w page: $18,300; color page: $23,000.

Yankee, Boston, "Summer arts guide" special advertising section, May issue; ad close: March 1. Color page: $16,000.

Men's Fitness, New York, "What women like" special editorial section, June issue; ad close: March 5. Color page: $8,005.

Shape, New York, "Women and fear" special editorial section, June issue; ad close: March 5. Color page: $17,710.

Success, New York, "Everybody sells" special advertising section, May issue; ad close: March 5. B&w page: $19,606; color page: $26,715.

USA Today, New York, "Families of the '90s" special advertising section, March 13 issue; ad close: March 7 (color), March 11 (b&w). B&w page: $66,131; color page: $85,971.

Parade, New York, "Foods you never dreamed you could make" special editorial section, April 21 issue; ad close: March 8. Color page: $339,600.

Consumers Digest, Chicago, "Trucks, vans and utility vehicle buying guide" special editorial section, May/June issue; ad close: March 9. B&w page: $14,340; color page: $21,500.

The Advocate, Los Angeles, "The swimsuit issue" special editorial section, April 23 issue; ad close: March 13. Color page: $2,807.

Spur, Middleburg, Va., "Virginia Gold Cup" special section, May/June issue; ad close: March 14. Color page: $7,000.

Art & Antiques, New York, "Restoration, renovation and design services" special advertising section, April issue; ad close: March 15. B&w ¼-page: $1,950.

Country Inns Bed & Breakfast, South Orange, N.J., "Wedding gift guide" special advertising section, May/June issue; ad close: March 15. Color ¼-page: $1,600.

House Beautiful's Houses & Plans, New York, "Guide to building systems" special summer issue, May issue; ad close: March 15. Color page: $13,900.

Parent, New York, "Fatherhood" special editorial section, June issue; ad close: March 15. B&w page: $38,800; color page: $49,675.

Spotlight, Mamaroneck, N.Y., "Real estate/landscaping guide" special advertising section, April 15 issue; ad close: March 15. B&w page: $5,500; color page: $6,500. □

Wayne Walley coordinates MediaWorks.

Magazine ad page leaders

Publishers Information Bureau figures for January 1991.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	TV Guide	227.56	(10.1)	27,096,899	(1.4)
2	Forbes	223.54	(9.5)	10,091,404	(5.6)
3	Entrepreneur	216.44	(2.0)	2,256,141	12.9
4	People	187.91	34.2	19,318,765	45.4
5	Time	164.97	3.9	22,945,704	3.1
6	Business Week	163.92	(8.4)	9,953,012	(5.7)
7	Golf World	153.73	(6.2)	1,306,090	9.8
8	Golf Magazine	152.72	(17.1)	4,731,380	5.7
9	Yachting	143.30	(25.2)	879,560	(17.1)
10	Ski	138.69	19.0	2,580,849	3.9
11	Sports Illustrated	129.88	7.7	15,975,043	13.8
12	The Economist	129.45	(26.0)	1,078,608	(23.4)
13	New York Magazine	124.06	(16.0)	2,039,483	(4.3)
14	Salt Water Sportsman	117.41	(29.1)	698,571	(24.6)
15	American Way	114.87	3.9	1,717,565	14.7
16	Muscle & Fitness	114.33	15.7	2,080,787	23.3
17	Popular Photography	110.90	10.3	2,642,401	5.3
18	Skin Diver	104.91	21.8	1,035,145	28.7
19	Skiing	101.95	27.9	2,084,633	12.3
20	Texas Monthly	101.69	(0.5)	971,739	0.5
21	Cosmopolitan	100.61	(14.2)	6,598,266	(3.8)
22	Newsweek	100.38	(6.8)	11,279,182	(6.2)
23	Car & Driver	96.76	(2.4)	4,050,190	9.2
24	Ladies' Home Journal	96.25	15.7	6,877,840	18.0
25	Compute	95.76	—	853,836	—
26	Fortune	95.68	(35.0)	5,338,172	(26.5)
27	Good Housekeeping	94.21	24.0	10,273,392	30.6
28	Vogue	91.85	(9.8)	4,330,376	5.0
29	The New Yorker	89.71	(34.5)	2,612,321	(28.8)
30	Gourmet	87.47	38.0	2,616,597	67.7
31	Golf Digest	87.45	(15.2)	4,617,367	13.4
32	Road & Track	85.02	37.1	2,345,220	41.2
33	U.S. News & World Report	83.24	(3.7)	6,983,410	1.4
34	Architectural Digest	82.49	(29.4)	2,155,731	(28.3)
35	Money	81.92	(3.6)	5,543,163	4.0
36	Rolling Stone	79.81	(0.1)	3,218,513	11.7
37	Ebony	78.33	(6.8)	2,844,778	(3.3)
38	Parents	76.97	20.4	3,211,258	28.0
39	Inc.	76.09	(0.5)	3,343,628	9.0
40	Success	75.31	--	914,993	—
41	Playboy	74.72	28.6	4,808,384	20.7
42	McCall's	72.56	29.8	5,556,052	38.4
43	Penthouse	71.83	26.3	2,763,256	17.9
44	Jet	71.50	(5.9)	1,270,182	0.8
45	Bassmaster	69.43	15.1	1,437,237	20.4
46	Sunset	69.23	(8.8)	2,109,318	(7.0)
47	Southern Living	68.81	(24.0)	3,561,555	(26.1)
48	Glamour	68.33	5.9	4,138,889	14.3
49	Smithsonian	67.30	(15.5)	2,835,150	(8.0)
50	Travel & Leisure	67.13	(22.5)	2,712,751	(17.8)
51	Motor Trend	66.58	23.9	2,350,352	31.0
52	Four Wheeler	65.73	0.3	572,205	20.9
53	Working Woman	64.81	(26.0)	2,117,313	(9.6)
54	Sports Afield	64.17	7.0	1,202,292	18.8
55	GQ	61.83	(9.1)	1,735,719	5.8
56	Delta Sky	61.57	(2.2)	1,699,100	1.5
57	Elle	59.83	(7.0)	2,250,794	18.8
58	Family Circle	58.46	(5.4)	5,318,216	(0.4)
59	Bon Appetit	57.61	(0.5)	1,809,277	3.4
60	Woman's Day	57.35	(23.3)	3,937,423	(31.9)
61	San Francisco Focus	57.03	(10.3)	384,246	(5.2)
62	Cooking Light	56.98	1.9	1,036,807	24.0
63	Automobile Magazine	56.30	23.2	1,398,390	61.2
64	Better Homes & Gardens	55.99	(13.3)	6,440,255	(19.9)
65	Spectrum	55.94	(20.4)	424,690	(27.3)
66	Omni	55.81	29.2	1,484,324	7.5
67	Redbook	55.41	(0.6)	4,041,411	5.3
68	Life	54.16	(6.5)	5,128,269	(2.7)
69	Reader's Digest	53.78	(9.0)	5,121,997	(7.0)
70	European Travel & Life	53.25	—	1,234,863	—
71	Country Living	52.36	(0.2)	2,408,801	16.9
72	W	50.84	(26.6)	1,263,639	(21.1)
73	Yankee	50.84	(18.6)	653,061	(14.3)
74	Atlantic	50.29	20.6	907,987	36.1
75	Mirabella	49.90	(23.2)	906,935	30.5
76	Conde Nast Traveler	48.67	(14.9)	1,497,288	(3.9)
77	Changing Times	47.77	0.1	1,391,430	8.1
78	Premiere	47.48	(19.9)	974,544	(5.6)
79	Popular Science	45.25	8.1	1,414,178	22.4
80	Golf Illustrated	45.12	—	712,325	—
81	Working Mother	45.04	1.3	1,101,645	17.8
82	Organic Gardening	44.96	11.6	791,970	9.7
83	Outdoor Life	44.96	(10.5)	1,550,221	(0.5)
84	Esquire	44.77	(28.8)	1,530,087	(23.6)
85	Practical Homeowner	44.41	48.8	698,659	48.1
86	Town & Country	44.17	(50.9)	1,212,893	(40.8)
87	Popular Mechanics	43.99	0.6	1,657,852	10.5
88	New Woman	43.62	(17.6)	1,260,374	(4.0)
89	Savvy Woman	43.48	44.3	738,649	46.9
90	Field & Stream	43.30	(11.4)	1,975,982	(0.9)
91	Harper's Bazaar	43.01	(20.8)	1,244,968	(18.8)
92	Hot Rod	42.95	(1.8)	1,086,318	11.7
93	Harvard Business Review	42.89	(7.5)	655,725	2.1
94	Entrepreneurial Woman	42.22	—	262,458	—
95	American Photo	41.97	3.4	738,041	15.9
96	Shape Magazine	41.84	(1.8)	731,793	(10.1)
97	Mademoiselle	41.75	(23.7)	1,801,428	(5.2)
98	Entertainment Weekly	41.67	—	879,646	—
99	Essence	40.92	(22.8)	1,098,211	(16.5)
100	Home Office Computing	40.68	(35.6)	569,915	(40.0)

Percent change compares January in 1991 with 1990. Source: Publishers Information Bureau